

## **ABSTRACT**

**KEVIN**

**03011180077**

**THE INFLUENCE OF CORPORATE IMAGE, CORPORATE  
LEADERSHIP, IMMEDIATE MANAGER, COOPERATION,  
CONDITIONS OF WORK TOWARDS EMPLOYEE SATISFACTION  
AND EMPLOYEE LOYALTY AT PT. BAJA PERTIWI INDUSTRI  
MEDAN**

(xviii+220 pages; 10 figures; 56 tables; 9 appendixes)

PT. Baja Pertiwi Industri was originally a company engaged in manufacturing that could produce tools needed in some industrial sectors in Indonesia such as heavy equipment that can be used by the mining industry, construction industry, transportation, and so on such as water pumps, oil pumps or lorry wheels. Loyalty is very important in the work environment within the company to increase employee satisfaction.

This research uses primary data and secondary data, the distribution and collection of data is done by distributing questionnaires to employees who work at PT. Baja Pertiwi Industri Medan. Data were measured using validity and reliability tests. Measurement of the data was carried out using 99 samples to test the validity and reliability test. Sampling was done by using the saturated sampling method. The data obtained were analyzed using SPSS 25.0, where the research model was tested using the classical assumption test. The analysis was also carried out with multiple linear regression test, coefficient of determination test, F test and T test.

The purpose of this research was to determine the influence of corporate image, company leadership, immediate manager, cooperation, conditions of work towards employee satisfaction and employee loyalty at PT. Baja Pertiwi Industri Medan. The results showed that the immediate manager and conditions of work has a significant influence on employee satisfaction. Company image, company leadership and cooperation have no significant influence on employee satisfaction. Employee satisfaction has a significant influence on employee loyalty. Employee satisfaction also mediates the effect on immediate manager and conditions of work at PT. Baja Pertiwi Industri Medan. Employee satisfaction does not mediate the effect on corporate image, corporate leadership and cooperation at PT. Baja Pertiwi Industri Medan.

**Keywords: Corporate Image, Corporate Leadership, Immediate Manager, Cooperation, Conditions of Work, Employee Satisfaction, Employee Loyalty**

References: 55 (2003-2022)

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### **THE INFLUENCE OF CORPORATE IMAGE, CORPORATE LEADERSHIP, IMMEDIATE MANAGER, COOPERATION, CONDITIONS OF WORK TOWARDS EMPLOYEE SATISFACTION AND EMPLOYEE LOYALTY AT PT. BAJA PERTIWI INDUSTRI MEDAN**

(xviii+220 halaman; 10 gambar; 56 tabel; 9 lampiran)

PT. Baja Pertiwi Industri pada awalnya merupakan perusahaan yang bergerak di bidang manufaktur yang dapat memproduksi alat-alat yang dibutuhkan di beberapa sektor industri di Indonesia seperti alat-alat berat yang dapat digunakan oleh industri pertambangan, industri konstruksi, transportasi dan sebagainya seperti pompa air, pompa minyak atau roda lorry. Loyalitas sangat penting di dalam lingkungan kerja dalam perusahaan untuk meningkatkan kepuasan karyawan.

Penelitian ini menggunakan data primer dan data sekunder, penyebaran dan pengumpulan data dilakukan dengan menyebarkan kuesioner bagi karyawan yang bekerja di PT. Baja Pertiwi Industri Medan. Data diukur menggunakan uji validitas dan uji reliabilitas. Pengukuran data dilakukan dengan menggunakan 99 sampel untuk uji validitas dan uji reliabilitasnya. Pengambilan sampel dilakukan dengan metode sampling jenuh. Data yang diperoleh, dianalisis menggunakan SPSS 25.0, dimana model penelitian diuji dengan uji asumsi klasik. Analisis juga dilakukan dengan uji regresi linear berganda, uji koefisien determinasi, uji F dan uji T.

Tujuan penelitian ini adalah untuk mengetahui pengaruh citra perusahaan, kepemimpinan perusahaan, manajer langsung, kerjasama, kondisi kerja terhadap kepuasan karyawan dan loyalitas karyawan pada PT. Baja Pertiwi Industri Medan. Hasil penelitian menunjukkan bahwa manajer langsung dan kondisi kerja berpengaruh signifikan terhadap kepuasan karyawan. Citra perusahaan, kepemimpinan perusahaan dan kerjasama tidak berpengaruh signifikan terhadap kepuasan karyawan. Kepuasan karyawan berpengaruh signifikan terhadap loyalitas karyawan. Kepuasan karyawan juga memediasi pengaruh terhadap kerjasama dan manajer langsung pada PT. Baja Pertiwi Industri Medan. Kepuasan karyawan tidak memediasi pengaruh terhadap citra perusahaan, kepemimpinan perusahaan dan kerjasama pada PT. Baja Pertiwi Industri Medan.

**Kata Kunci: Corporate Image, Corporate Leadership, Immediate Manager, Cooperation, Conditions of Work, Employee Satisfaction, Employee Loyalty**

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